



# Vitamin World to Increase Use of Golden Dollars

September 28, 2001

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## *Stores to Distribute Over One Million Coins*

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Bohemia, NY — The U.S. Mint announced today that Vitamin World has committed to dispensing Golden Dollars as change from each cash register at all 520 store locations. Vitamin World is the first nutritional supplement chain to join the U.S. Mint in an effort to increase the awareness and circulation of the Golden Dollar coin.

Until February 28, 2002, Vitamin World will work to distribute a minimum of \$1.144 million Golden Dollars. As a part of the promotion, Vitamin World is offering their Savings Passport members a Golden Dollar with a \$50 qualifying purchase during November 2001. Savings Passport is Vitamin World's customer loyalty program that rewards members with special discounts and promotions.

"The U.S. Mint is excited about Vitamin World's support in encouraging the use of the Golden Dollar. Our goal is to increase circulation of this coin in all types of businesses and this is a great way to help put the coins into the hands of a wider circle of consumers," said U.S. Mint Director Henrietta Holsman Fore.

"We look forward to offering our customers not only the best value and selection of vitamins and supplements available, but access to the new Golden Dollar coin as well," said Ms. Pat Solt, Senior Vice President of Vitamin World. "We know people want the coin and we're proud to be the first nutritional supplement chain to begin distributing it regularly as change."

In addition to Vitamin World, banks, retailers and corporations have joined the U.S. Mint to remind consumers that the Golden Dollar is not only an attractive coin, but also an everyday form of currency meant to be used. Allfirst Bank, IHOP, Safeway, SFX, The Trenton Thunder Baseball Club and other minor league baseball teams have successfully promoted Golden Dollar usage.

### **About the Golden Dollar**

To ensure the coin's success and as mandated by Congress, the U.S. Mint has been educating businesses and consumers about the Golden Dollar. The United States Dollar Coin Act of 1997 required the U.S. Mint to place into circulation the new dollar coin. Since January 2000, the U.S. Mint has minted more than 1.5 billion Golden Dollars, with more than 1 billion Golden Dollars already in circulation, more than the total amount of Susan B. Anthony dollar coins produced over that coin's 21-year history. Dollar coins have gained popularity in recent years due to their expanded use for purchases in post offices, subways, buses and other coin-operated outlets. Visit the Mint's Web site for more information about the Golden Dollar at [www.usmint.gov](http://www.usmint.gov).

### **About the U.S. Mint**

Created by Congress in 1792, the U.S. Mint today is the world's largest manufacturer of coins, medals and coin-based consumer products. In 2000, the Mint produced more than 27 billion coins, fulfilling its primary mission to produce an adequate supply of circulating coinage for the nation's commerce. The Mint has grown to a Fortune 500-sized manufacturing and international marketing enterprise with more than \$3.7 billion in annual revenue and 2,800 employees.

### **About Vitamin World**

Vitamin World is a division of NBTY, a leading vertically integrated manufacturer and retailer of a broad line of high quality, value-priced nutritional supplements in the United States and the United Kingdom. The Company markets more than 1,500 products under several brands throughout the world. Vitamin World has more than 500 stores nationwide. Call 1-800-828-1320 for the store nearest you.

### **ADDITIONAL RESOURCES:**

- For information about the United States Mint, please visit [/about/about](#).

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*United States Mint – Connecting America through Coins*

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